

News Release



FOR IMMEDIATE RELEASE:

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CHURCHILL DOWNS UNVEILS KENTUCKY DERBY 146 LOGO

Louisvillian Keith Anderson to Create 2020 Official Art of the Kentucky Derby

LOUISVILLE, KY (Thursday, June 13, 2019) – Churchill Downs Racetrack today unveiled the official Kentucky Derby 146 logo and announced that Keith Anderson will create next year's "Official Art of the Kentucky Derby." The 146th Kentucky Derby presented by Woodford Reserve will take place on May 2, 2020.

The 146th Kentucky Derby logo celebrates the excitement and anticipation that leads up to the greatest two minutes in sports. Developed for the 14th year by branding agency SME, the logo places viewers on the racetrack and pays homage to Kentucky Derby traditions by featuring the iconic bugle that calls contenders to the post.

Churchill Downs has also commissioned Keith Anderson to create the Official Art of the 146th Kentucky Derby and Longines Kentucky Oaks. The Louisville based artist and Brown-Forman employee is well-known among Derby fans for creating the art for Woodford Reserve's 2018 and 2019 commemorative Derby bottles. Anderson's original artwork for the Woodford Reserve commemorative bottles is on display at the Frazier History Museum until January 2020 as part of its exhibit, *Woodford Reserve & the Kentucky Derby: Two Decades of Artistry, Bourbon and Horseracing*. Anderson is the 23rd artist and fourth consecutive Kentuckian commissioned to create the Derby's officially licensed artwork since the tradition began in 1997. The official art will be unveiled and available on select merchandise in the Spring of 2020.

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The 146 logo will be used on a wide variety of Kentucky Derby merchandise, including the famous collectible Derby glassware, apparel for the whole family, jewelry, key chains and other collectibles and gifts. Select official merchandise is available now at <https://store.kentuckyderby.com>. Additional merchandise will be available online and at Churchill Downs Racetrack, the Louisville International Airport, the Kentucky Derby Museum Gift Shop and other retail outlets starting this summer.

About the Kentucky Derby

The \$2 million Kentucky Derby takes place on the first Saturday in May at historic Churchill Downs in Louisville, Kentucky. Inaugurated in 1875, the legendary 1 1/4-mile race for three-year-olds is the oldest continuously held major sporting event in North America and the first leg of horse racing's challenging Triple Crown series. Also known as the "The Run for the Roses" and "The Most Exciting Two Minutes in Sports," the Kentucky Derby is the most attended horserace in the nation, with nearly 160,000 attendees.

About SME, Inc.

SME (<http://www.smebranding.com>) is a strategic branding agency, specializing in connecting with audiences through powerful identity development. Founded in 1989, SME enjoys a stellar worldwide reputation of creative excellence, thought leadership and client service. SME's client list includes some of the leading brands in global sports including the Atlanta Braves, Carolina Hurricanes, Miami Marlins and many more.

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